

What is claimed:

1. A method for creating a video signal for broadcast over a cable channel, comprising the steps of:

5           creating a content page using a graphical user interface including:

          defining a picture size;

          entering text;

          inserting a visual from a visual source;

          inserting a video from a video source;

10           inserting audio from an audio source; and

          assembling the content page in a digital format;

          repeating the step of creating a content page in order to form a series of content pages;

          delivering the series of content pages to a player at a cable headend;

15           automatically forwarding to the player at the cable headend updated content by fetching updated content over the internet from an on-line content source unaffiliated with a party performing the delivering or the cable channel and forming an updated content page using the updated content; and

          broadcasting the updated content page as a video signal over the cable channel.

20    2. The method of claim 1, wherein the text includes a programming code directing the player to an on-line content source.

3. The method of claim 1, wherein the on-line content source is comprised of at least one of a source for weather, news, traffic, financial, airport, health or entertainment information.

4. A method for issuing an alert over a plurality of channels selected from the group consisting of cable channels, over the air broadcast stations, direct broadcast satellite channels, and public and private closed-circuit video networks, comprising the steps of:
- creating content pages using one or more first graphical user interfaces;
  - 5 delivering the content pages over the internet to a plurality of players at a plurality of channels;
  - providing a second graphical user interface that allows a user, unaffiliated with a party performing the delivering or the plurality of channels, to create an alert;
  - delivering the alert to an on-line content source affiliated with the user;
  - 10 automatically forwarding to the plurality of players at the plurality channels, the alert by fetching the alert over the internet from an on-line content source affiliated with the user; and
  - broadcasting the alert as a video signal over the plurality of channels.
5. The method of claim 4, wherein the content page includes text comprised of a
- 15 programming code directing the player to an on-line content source.
6. The method of claim 4, wherein the alert is comprised of at least one of an FEMA alert, an Amber alert, a Red Cross request, a Homeland Security alert and a NOAA warning.
7. A system for creating a video signal for broadcast over a cable channel, comprising:
- 20 at least one graphical user interface for creating content pages;
- a network for delivering the content pages to a player at a cable headend;
  - an on-line content source unaffiliated with a party performing the delivery or the cable system;

a player for automatically forwarding to the cable headend updated content by fetching updated content over the internet from the on-line content source and forming an updated content page using the updated content; and

a cable channel for broadcasting the updated content page as a video signal.

- 5 8. A system for issuing an alert over a plurality of channels selected from the group consisting of cable channels, over the air broadcast stations, direct broadcast satellite channels, and public and private closed-circuit video networks, comprising:

one or more first graphical user interfaces for creating content pages;

- 10 a network for delivering the content pages to a plurality of players at a plurality of channels;

a second graphical user interface that allows a user, unaffiliated with a party performing the delivering or the plurality of channels, to create an alert;

a network delivering the alert to an on-line content source affiliated with the user;

- 15 a plurality of players for automatically forwarding to the plurality channels, the alert by fetching the alert over the internet from an on-line content source affiliated with the user; and

a plurality of channels for broadcasting the alert as a video signal.